Consider your Adam's Apple!!*

1931

Don't Rasp Your Throat With Harsh Irritants

"Reach for a LUCKY instead"

Eve started it and the daughters of Eve inherited it. Eve gave Adam the apple, and it seems that Adam must have passed it on. For every man and every woman has an Adam's Apple. It is your larynx—your voice box—containing your vocal chords—Don't rasp your throat with harsh irritants—Reach for a LUCKY instead—Be careful in your choice of cigarettes.

Remember, LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple."

TUNE IN—The Lucky Strike Dance Orchestra, every Tuesday, Thursday and Saturday evening over N. B. C. networks

"It's toasted"

Including the use of Ultra Violet Rays

Sunshine Mellows—Heat Purifies

Your Throat Protection—against irritation—against cough

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Source: https://www.industrydocuments.ucsf.edu/docs/nnv00000